

August 30 – September 1, 2022

Purdue University

**Note: All times are Eastern Time (ET).*

Tuesday, August 30	Wednesday, August 31	Thursday, September 1
<p>8:00 a.m. – Welcome and Kick Off</p> <p>9:00 a.m. – Thinking Strategically: Implications for the Seed Industry <i>Allan Gray, Purdue University</i></p>	<p>8:00 a.m. – Leadership and Change Management Strategies <i>Pete Hammett, Hammett Consulting</i></p>	<p>8:00 a.m. – Financial Management for the Non-Financial Manager <i>Brady Brewer, Purdue University</i></p>
Lunch	Lunch	Lunch
<p>1:00 p.m. – Operations and Supply Chain Management <i>Bobby Martens, Iowa State University</i></p> <p>5:00 p.m. – Adjourn</p>	<p>1:00 p.m. – Sales and Marketing – Creating and Communicating Value <i>Scott Downey, Purdue University</i></p> <p>5:00 p.m. – Adjourn</p>	<p>1:00 p.m. – Business Strategy <i>Allan Gray, Purdue University</i></p> <p>4:30 p.m. – Closing and Final Thoughts</p> <p>5:00 p.m. – Adjourn – Safe Travels Home</p>